2023 Curriculum Changes

The Curriculum Committee approved the following changes to the curriculum. These changes will go into effect at differing times, as specified. All approved changes will be reflected in the 2024 syllabus.

C130 Diversity, Equity, and Inclusion

Update: Create elective to expand DEI in curriculum to focus on DEI Strategies and implementation for organizations, best practices, and political ramifications and considerations.

Request DEI Council to create objectives to address in elective course and review Institute syllabus and identify courses for DEI component additions.

Further research to be conducted via panelist webinar to gather data on topics to incorporate into curriculum.

Proposed changes to be presented at 2024 Spring Curriculum Committee Meeting for approval.

Changes effective at 2024 summer sites.

C460 Integrating Strategic Technology SolutionsUpdate: *Objective Change:* Course objective number two is now, “Developing technology strategies for your organization.” The percentage has changed to 40%.

*Sub-bullet Change*: The second course objective, second bullet-point was added to be, “What does AI mean for your organization?”

*Sub-bullet Change*: The second course objective, third bullet-point was added to be, “How to get started with incorporating AI in your organization.”

*Objective Change:* Course objective number three is now, “Protecting and maintaining your technology solutions.” The percentage has changed to 20%.

Further research to be conducted via panelist webinar to gather data on topics to incorporate into curriculum.

Changes effective at 2024 Winter site.

E243 Developing a Competitive Workforce

Update: Create a second elective to meet demand on topics related to workforce development. One elective to focus on K-12 education and second elective on business community role in workforce development.

Accept and expand proposed division of courses proposed by U.S. Chamber of Commerce Foundation Center for Education and Workforce (CEW) team.

Changes effective at 2024 Winter site.

C240 Foundations & E130 501(c)(3) Financials of Foundation Management

Update: Present “How to Start a Foundation,” white-paper with committee and Foundation subcommittee to finalize and share as an Institute resource.

Proposed changes to be presented at 2024 Spring Curriculum Committee Meeting for approval.   
Completion date anticipated effective for 2024 summer sites.

E163 Communicating Through Media

Update: *Title Change:* The title of the course has been changed from “E163 Communicating Through the Media” to “E163 Communicating Through Media” to better convey the new focus.

*Objective Change:* Course objective number one is now, “Understanding your audience.”

*Sub-bullet Change:* The first course objective, first sub-bullet is now “Understand platforms available.”

*Sub-bullet Change:* The first course objective, second sub-bullet is now “Understand platform strategies.”

*Objective Change:* Course objective number three is now, “Messaging with maximum effectiveness.”

*Sub-bullet Change:* The third course objective, seventh sub-bullet is now, “AI.”

*Sub-bullet Change:* The third course objective, eighth sub-bullet is now, “Crisis communication.”

*Course Description:* The course description was changed to communicate high-level approach t*o* understand what media platforms are available, identify audiences and how to reach them, protect brands, defend positions, and mitigate risks.

Changes effective at 2024 Winter site.

C260 Marketing Strategies

*Sub-bullet Change:* The second course objective, second sub-bullet is now “Understand unique strategies to differing media platforms.”

*Sub-bullet Change:* The second course objective, third sub-bullet is now “Understand how to measure success based on media platform purpose.”

*Sub-bullet Change:* The second course objective, fourth sub-bullet is now “Determine frequency of analyzing analytics or benchmarks of success and how to interpret and make changes based on the results.”

*Course Description:* The course description was changed to communicate tactical implementation of marketing strategies.

Changes effective at 2024 Winter site.

C125 Hiring, Firing, and Everything In Between

*Objective Change:* Course objective number one is now, “Hiring, orienting, training, and retaining top-notch employees.”

*Sub-bullet Change:* The first course objective, first sub-bullet is now “Writing good, clear, position descriptions with expectations communicated for type of work (full-time, part-time, remote, hybrid).”

*Sub-bullet Change:* The first course objective, third sub-bullet is now, “Orientation procedures and onboarding for full-time, part-time, remote, and hybrid roles.”

Changes effective at 2024 Winter site.

C441 Industry Trends

Update: *Title Change:* The title of the course has been changed from “C441 Industry Forecast,” to “C441 Industry Trends.”

Changes effective at 2024 Winter site.